

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): A purchase promotion server system, comprising:

    a user information database unit configured to store electronic goods or services information, the stored information indicating goods or services scheduled by a user to be purchased by the user or goods or services desired by the user to be purchased by each user;

    a user state judgement unit configured to automatically judge a user state regarding whether the user is currently fit to make an action for purchasing the goods or services in the stored information at a current physical location of a user information communication terminal;

    a user information management unit configured to recognize the user information communication terminal currently used by the user; and

    a user notification unit configured to automatically send an urging or reminding message to the recognized user information communication terminal via a network when the user state, judged by the user state judgement unit, indicates that the user is currently fit to make the action for purchasing the goods or services in the stored information at the current physical location of the user information communication terminal,

    the urging or reminding message being configured to urge or remind the user to make the action for purchasing the goods or services in the stored information at the current physical location of the user information communication terminal;

    wherein the user state judgement unit judges the user state regarding whether the user is currently fit to make the action for purchasing the goods or services in the stored information according to the state data that includes a current time information indicating a current time and, by using a schedule information describing scheduled activities of the user at different times according to the current time indicated by the time information.

**Claim 2 (Previously Presented):** The system of claim 1, wherein the user state judgement unit judges the user state by using a located area information describing an area in which the user information communication terminal is currently physically located.

**Claim 3 (Previously Presented):** The system of claim 2, wherein the user state judgement unit uses the located area information that describes facilities existing in the physical area in which the user information communication terminal is currently physically located.

**Claim 4 (Previously Presented):** The system of claim 3, wherein the user state judgement unit judges that the user is currently fit to make the action for purchasing the goods or services scheduled to be purchased or the goods or services desired to be purchased, when the user information communication terminal is physically located in a physical area with a facility at which at least one of the goods or services scheduled to be purchased or the goods or services desired to be purchased can be purchased.

Claims 5 and 6 (Canceled).

**Claim 7 (Previously Presented):** The system of claim 1, wherein the user state judgement unit judges that the user is currently fit to make the action for purchasing goods or services in the stored information when the current time is not in a working time zone of the user according to the schedule information.

**Claim 8 (Previously Presented):** The system of claim 1, wherein the user notification unit refers to the user information management unit so as to recognize the user information communication terminal currently used by the user, and sends the message in a format suitable to the recognized user information communication terminal.

**Claim 9 (Previously Presented):** The system of claim 1, wherein the user notification unit sends the message in a form of an e-mail destined to a portable information communication terminal carried around by the user.

**Claim 10 (Previously Presented):** The system of claim 1, further comprising: a user information providing unit configured to provide contents including the electronic goods or services information, in a form accessible by the user via the network.

**Claim 11 (Previously Presented):** The system of claim 10; further comprising: a contents production unit configured to produce the contents to be provided by the user information providing unit, according to the user state judged by the user state judgement unit.

**Claim 12 (Previously Presented):** The system of claim 11, wherein the contents production unit produces the contents by collecting related information relevant to a current physical location of the user information communication terminal.

**Claim 13 (Previously Presented):** The system of claim 12, wherein the contents production unit produces the contents including the related information which is an

advertisement or recommendation of a shop existing in an area in which the user information communication terminal is currently physically located.

**Claim 14 (Previously Presented):** The system of claim 10, wherein the user information providing unit provides the contents that also include at least one of:

- (1) an out-of-stock goods information based on a stock management of a refrigerator of the user;
- (2) an out-of-stock goods information based on a cooking recipe executed by a microwave oven of the user; and
- (3) a new product information based on a preference information of the user extracted from a past purchase log.

**Claim 15 (Previously Presented):** The system of claim 10, wherein the user notification unit sends the message that is linked to the contents provided by the user information providing unit.

**Claim 16 (Previously Presented):** The system of claim 1, wherein the user notification unit sends the message that also contains the electronic goods or services information.

**Claim 17 (Previously Presented):** The system of claim 1, wherein operations of the user information database unit, the user state judgment unit, and the user notification unit are provided in a form of an agent service to be provided to each user individually.

**Claim 18 (Previously Presented):** The system of claim 1, further comprising:

a user information management unit configured to manage the electronic goods or services information and a purchase log of the user by obtaining a purchase record information indicating goods or services actually purchased by the user from a Point-of-Sale (POS) system of each shop used by the user and updating at least one of the electronic goods or services information and the purchase log of the user.

**Claim 19 (Previously Presented):** The system of claim 18, wherein the user information management unit manages the electronic goods or services information that is shared by a plurality of users.

**Claim 20 (Currently Amended):** A purchase promotion method, comprising:  
storing electronic goods or services information indicating goods or services scheduled by a user to be purchased by the user or goods or services desired by the purchased by each user;  
automatically judging a user state regarding whether the user is currently fit to make an action for purchasing goods or services in the stored information at a current physical location of a user information communication terminal;  
recognizing the user information communication terminal currently used by the user;  
automatically sending an urging or reminding message to the recognized user  
information communication terminal via a network when the user state judged by the automatically judging step indicates that the user is currently fit to make the action for purchasing the goods or services, stored in the storing step, at the current physical location of the user information communication terminal; and

urging or reminding the user to make the action for purchasing the goods or services, stored in the storing step, at the current physical location of the user information communication terminal using the message sent by the sending step;

wherein the automatically judging step judges the user state regarding whether the user is currently fit to make the action for purchasing the goods or services in the stored information according to the state data that includes a current time information indicating a current time and, by using a schedule information describing scheduled activities of the user at different times according to the current time indicated by the time information.

Claim 21 (Previously Presented): The method of claim 20, wherein the judging judges the user state by using a located area information describing an area in which the user information communication terminal is currently physically located.

Claim 22 (Previously Presented): The method of claim 21, wherein the judging uses the located area information that describes facilities existing in the area in which the user information communication terminal is currently physically located.

Claim 23 (Previously Presented): The method of claim 22, wherein the judging judges that the user is currently fit to make the action for purchasing the goods or services scheduled to be purchased or the goods or services desired to be purchased, when the user information communication terminal is physically located in a physical area with a facility at which at least one of the goods or services scheduled to be purchased or the goods or services desired to be purchased can be purchased.

Claims 24 and 25 (Canceled).

**Claim 26 (Previously Presented):** The method of claim 20, wherein the judging judges that the user is currently fit to make the action for purchasing goods or services when the current time is not in a working time zone of the user according to the schedule information.

**Claim 27 (Previously Presented):** The method of claim 20, wherein the sending recognizes the user information communication terminal currently used by the user, and sends the message in a format suitable to the information communication terminal.

**Claim 28 (Previously Presented):** The method of claim 20, wherein the sending sends the message in a form of an e-mail destined to a portable information communication terminal carried around by the user.

**Claim 29 (Previously Presented):** The method of claim 20, further comprising: providing contents including the electronic goods or services information, in a form accessible by the user via the network.

**Claim 30 (Previously Presented):** The method of claim 29, further comprising: producing the contents to be provided by the providing, according to the user state judged by the judging.

**Claim 31 (Previously Presented):** The method of claim 30, wherein the producing produces the contents by collecting related information relevant to a current physical location of the user information communication terminal.

Claim 32 (Previously Presented): The method of claim 31, wherein the producing produces the contents including the related information which is an advertisement or recommendation of a shop existing in an area in which the user information communication terminal is currently physically located.

Claim 33 (Previously Presented): The method of claim 29, wherein the providing provides the contents that also include at least one of:

- (1) an out-of-stock goods information based on a stock management of a refrigerator of the user;
- (2) an out-of-stock goods information based on a cooking recipe executed by a microwave oven of the user; and
- (3) a new product information based on a preference information of the user extracted from a past purchase log.

Claim 34 (Previously Presented): The method of claim 29, wherein the sending sends the message that is linked to the contents provided by the providing.

Claim 35 (Previously Presented): The method of claim 20, wherein the sending sends the message that also contains the electronic goods or services information.

Claim 36 (Previously Presented): The method of claim 20, wherein operations of the storing, the judging, and the sending are provided in a form of an agent service to be provided to each user individually.

Claim 37 (Previously Presented): The method of claim 20, further comprising:  
managing the electronic goods or services information and a purchase log of the user  
by obtaining a purchase record information indicating goods or services actually purchased  
by the user from a Point-of-Sale (POS) system of each shop used by the user and updating at  
least one of the electronic goods or services information and the purchase log of the user.

Claim 38 (Previously Presented): The method of claim 37, wherein the managing  
manages the electronic goods or services information that is shared by a plurality of users.

Claim 39 (Currently Amended): A computer usable medium having computer  
readable program codes embodied therein for causing a computer to function as a purchase  
promotion server system, the computer readable program codes including:

a first computer readable program code for causing said computer to store electronic  
goods or services information, the stored information indicating goods or services scheduled  
by a user to be purchased by the user or goods or services desired by the user to be purchased  
by each user;

a second computer readable program code for causing said computer to automatically  
judge a user state regarding whether the user is currently fit to make an action for purchasing  
the goods or services in the stored information at a current physical location of a user  
information communication terminal;

a third computer readable program code for causing said computer to recognize the  
user information communication terminal currently used by the user; and

a fourth computer readable program code for causing said computer to automatically  
send an urging or reminding message to the recognized user information communication  
terminal via a network when the second computer readable program code judges that the user

is currently fit to make the action for purchasing the goods or services, stored by the first computer readable program code, at the current physical location of the user information communication terminal,

the urging or reminding message being configured to urge or remind the user to make the action for purchasing the goods or services in the stored information at the current physical location of the user information communication terminal;

wherein the second computer readable program code judges the user state regarding whether the user is currently fit to make the action for purchasing the goods or services in the stored information according to the state data that includes a current time information indicating a current time and, by using a schedule information describing scheduled activities of the user at different times according to the current time indicated by the time information.

Claim 40 (Canceled).